

My name is Lloyd Plumb. I am the lead guitarist and one of the mainsongwriters with EnZign, an up and coming motivational rock band based in Salt Lake City. The present line up has been together since April 2004. We are presently working on material for the second album release by EnZign. We are members of the Positive Music Association, an international organization with the goal of promoting positive music of all genres.

I have been playing guitar off and on for 30 years and have written over 600 songs, some of which have been professionally recorded. I have played in a number of bands, EnZign being the most successful. We are an unsigned band, but have received local record company interest from gigs we have played in Utah. Many people who have seen us perform have been very impressed with us. Our new band manager has booked us to perform at the Hard Rock Cafe in Salt Lake City in November and plans to book many other gigs for us in the future.

Years ago I sent some of my songs I had professionally recorded to rock stations when I lived in Sacramento, but was told that they don't play music by unsigned artists. I have seldom heard music by local unsigned artists on radio stations. Almost all the music I've heard on the air is by artists with major record companies. I don't feel that the majority of radio stations serve the local music community.

Too many radio stations are owned by large media companies and the programming in different markets is very similar. I have lived in Arizona, Southern and Northern California, Utah, and Idaho and the stations I've listened to in all these markets sound so much alike. I believe local programming should be defined more by the local music than it has been. More programming decisions should be made at the local station level to include opportunities for local artists to get air play of their music. By playing the music of local artists on the air it could stimulate more interest in these artists in their communities. Many stations participate in local community activities, but a lot of these are events that promote major recording artists. Very few are events promoting local artists.

Even though laws were passed in the 60s against payola, major record labels found ways around this. It has become a multi-million dollar business as record promoters are paid thousands of dollars to get the songs the labels want on the radio in multiple markets. This leaves very few chances that any local music will be heard on the majority of radio stations.

Too many of these stations have resorted to Voice-tracking, which eliminates local on-air talent, thus making it next to impossible for local music to be played. This further stifles opportunities for local artists to get air play.

Since over 60 percent of radio stations are owned by large media companies, national play lists are developed that also stifles local artists. The same songs are played day after day on many radio stations. There is little diversity on such stations. More programming decisions need to be made at the local level to counteract this.

Low Power FM Radio is one way local artists can get air play. But these noncommercial stations don't get very large audiences. Due to their low operating budgets they don't have the promotional funds at the disposal of larger commercial radio stations.

I want to thank the FCC for addressing these issues and hope that more opportunities for local artists to get air play will come about.

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